

1 INSIGHT

with RICH LITVIN



Episode 7: I can help you see the invisible...

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Rich: Welcome to 1 Insight. My name is Rich Litvin. I grew up in London and I now live in LA, and this is a podcast for extraordinary top performers. You see, I've coached some of the most successful and talented people on the planet. I see what most people cannot see, and I dare to say what most people wouldn't dare to say. And what I know about success is that on the other side of it, it can actually be lonely. You can feel like more of an imposter the more successful you become. And when you're the most interesting person in the room, you're actually in the wrong room. I coach around insight. Life looks one way, something happens, the world looks different and your entire world changes. It can happen in an instant. This podcast is called 1 Insight because a single insight can change everything.

I can help you see the invisible. The Andean condor is the largest flying creature in the world. The Andean condor's got a maximum wingspan of 10 feet, 10 inches, 3.3 meters for my European friends. And they've got the heaviest average weight for any living flying bird. They look like birds of prey, but they're actually vultures, and they feed on the bodies of dead animals. They only produce one egg every two years, but they rarely build a safe, protective nest for their egg. They simply lay it on a bare cliff edge, which is why, unusually for a bird, both parents incubate and raise the chick together. They give it as much care and attention as possible, and baby condors live with their parents for two full years. Andean condors live up to 75 years and they've been part of the religion,

the folklore, mythology, and art of South America for two and a half thousand years. To this day, it's a national symbol of six countries.

But none of that is what fascinates me most about the Andean condor. You see, I just read a study by a team of scientists who strapped recording equipment to condors in Patagonia. They recorded every single wing beat over more than 250 hours of flight time, and what they discovered is incredible. The birds spent just 1% of their time aloft flapping their wings. One bird flew more than five hours covering more than a hundred miles, 160 kilometers, without flapping its wings. Experts can see the invisible, and it astonishes the people who are watching them. A baseball player accurately hits a ball traveling towards them at 92 miles an hour. An emergency room physician slows down time in the midst of chaos to make life saving decisions. And a high level coach accurately reads the silence of their clients to know what they really want before the client does.

Gut intuition is actually high level complex pattern recognition. It's the equivalent to flapping your wings 1% of the time you're in flight. The Andean condor doesn't see the sky as empty. It sees an entire landscape of invisible features. Wind gusts, currents of warm air rising and streams of air pushed upwards by ground features, such as mountains. When you see condors circling, they're taking advantage of thermal uplifts, rising gusts of warm air that you can't see. Riding these air currents allows these huge birds to travel huge distances while they barely exert the beating of their wings. Look, I'm an expert in high level complex coaching skills, and I'm an expert in coaching high level leaders. And when you watch me coach, you see me soaring on invisible gusts of wind. I'm an expert in creating something from nothing, a book that sells as many copies a month as the month it was first published, seven years earlier. A program that can create a million dollars worth of value in a year, an article that's read by 20,000 people, a video that's watched by 100,000 people, a community of high level leaders.

But what you don't see when you observe my successes is that I spent over 10 years writing every single day. What you don't see is that I spent 15 years creating, and much of it was never read, never watched or never purchased. And what you don't see is that I've spent over 30 years studying, practicing leadership and coaching skills. To be a successful coach requires a desire to never stop learning, and a willingness to fail again and again and again, and again. To be a thought leader requires a willingness to make small acts of courage a daily habit. Success requires a willingness to share your thoughts, and to fail, screw up, and make mistakes. Long-term success requires a commitment to the long haul. Once you're successful, you get to soar invisible currents. People talk about you. You build a word of mouth business.

But here's the thing: you don't need to wait. You see, you've been there before. So instead of looking forward to where you want to be, turn around and think of a moment in your life or your business, where you soared. What was the invisible thermal uplift you used in the past that no one else could see? Don't restrict it to your current career if you're new to coaching. Look back into all your previous careers. What were the moments where, if people were watching from the outside, it would have looked

amazing? Number two, how could you leverage that invisible thermal uplift that you used in the past at this very moment? I can help you see the invisible, but you got to do the looking. And when you've looked, then you can take those invisible thermal uplifts from the past and use them to create an amazing view.

For most of human history. It wasn't called coaching, it was called a leadership, and it's what I love to do. To coach people, to lead people, and to mess with people's thinking. If you'd like more of this, or if you'd like to learn more about our community of extraordinary top performers, go to RichLitvin.com/1insight.